





IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Dimitri Kanevsky, et al.

Docket: 12837(YO999-321)

Serial No.: 09/422,195

Examiner: Donald Champagne

Filed: October 21, 1999

Group Art Unit: 2162

For: SYSTEM AND METHOD FOR GROUP

Dated: May 20, 2002

ADVERTISEMENT OPTIMIZATION

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Assistant Commissioner for Patents

JUN 0 3 2002

Washington, DC 20231

Technology Center 2100

RESPONSE UNDER 37 C.F.R §1.116

Sir:

Responsive to the Final Office Action dated March 18, 2002, Applicants respectfully request the Examiner to amend the above-identified application as follows and solicit reconsideration of the application in view of the amendment and following remarks.

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JUN 0-7 2002

CERTIFICATE OF MAILING UNDER 37 C.F.R. § 1.8(a)

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, DC 20231 on May 20, 2002.

Dated: May 20, 2002

									
AMENDMENT TRANSIVITTAL LETTER (Large Entity) Applicant(s): Dimitri Kaneysky, et al. YOR91							Docket No. 19990321US1 (12837)		
Serial No. Filing Date				Examiner			Group Art Unit		
09/422,195 (MAY 2 8 2000ctober 21, 1999			Donald L. Champagne				2162		
Invention: SYSTEM AND METHOD FOR GROUP ADVERTISEMENT OPTIMIZATION									
Transmitted herewith is an amendment in the above-identified application. The fee has been calculated and is transmitted as shown below. The fee has been calculated and is transmitted as shown below. The fee has been calculated and is transmitted as shown below. The fee has been calculated and is transmitted as shown below. The fee has been calculated and is transmitted as shown below. The fee has been calculated and is transmitted as shown below.									
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		CLAIMS A	S AMEN	DED Tech	nology Ce	nter 21	00	10	
	CLAIMS REMAINING	HIGHEST #	NI	JMBER EXTRA	RATE		ADDITIO	DNAL	
	AFTER AMENDMENT	PREV. PAID FOR	<u>C</u> L	AIMS PRESENT			FEE		
TOTAL CLAIMS	41 -	41 =		0	-	8.00		\$0.00	
INDEP. CLAIMS 3 -		3 =		0	x \$8-	4.00		\$0.00	
Multiple Dependent Claims (check if applicable) \$0.00									
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT								\$0.00	
No additional fee is required for amendment. Please charge Deposit Account No. in the amount of A duplicate copy of this sheet is enclosed. A check in the amount of to cover the filing fee is enclosed. The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 50-0510/IBM A duplicate copy of this sheet is enclosed. Any additional filing fees required under 37 C.F.R. 1.16. Any patent application processing fees under 37 CFR 1.17.									
Steven Fischman Positive tion No. 24 504									
Registration No. 34,594 SCULLY, SCOTT, MURPHY & PRESSER 400 Garden City Plaza Garden City, New York 11530 (516) 742-4343 I certify that this document and fee is being deposited on 5/20/02 with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Assistant Commissioner for Patents, Washington, D.C.									

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Signature of Person Mailing Correspondence

Michelle Mustafa

Typed or Printed Name of Person Mailing Correspondence